

## RIFT VALLEY ADVENTURES: WEBSITE PRIVACY POLICY

### 1. Introduction

Rift Valley Adventures Limited is incorporated in the Republic of Kenya as a private limited company with registration number C96485 ("RVA").

We are committed to provide expeditions and school trips abroad for all ages, in Kenya, Tanzania, Malawi, Namibia, Australia, Indonesia, Swedish Lapland and France,

To help us do this we may collect and process your personal data. We respect your privacy and we are committed to protecting your personal data. This privacy policy aims to explain how we will collect, process and protect your personal data when you visit our website, including any data you may provide through this website when you sign up to our newsletter or give a donation.

We are committed to processing data in accordance with our responsibilities under the General Data Protection Regulation (EU) 2016/6749 and we take our responsibilities in this regard very seriously. We ensure the personal information we obtain is held, used and otherwise processed in accordance with that act and all other applicable data protection laws and regulations.

RVA is the controller and responsible for your personal data. We have a designated person who shall take responsibility for our ongoing compliance with this policy and for this website (the "**Responsible Person**"). If you have any questions in relation to this privacy policy or our privacy practices, please contact the Responsible Person:

Full name of legal entity: Rift Valley Adventures Limited

FAO: Dipesh Pabari

Email Address: [info@riftvalleyadventures.com](mailto:info@riftvalleyadventures.com)

What personal information do we collect?

Personal information is information that can be used to identify you. The type of personal information that we will usually collect from you can include, but is not limited to, the following:

- your name; and
- your contact details.

We will mainly use your data to:

- circulate our newsletter to you;
- keep a record of your relationship with us;
- ensure we know how you prefer to be contacted; and
- understand how we can improve our services or information.

We will not collect "sensitive personal information" about you unless there is a clear reason for doing so. Where we collect sensitive personal data, we will seek to obtain your consent and we will make it clear to you when collecting this information as to what we are collecting and why. You may withdraw such consent at any time.

### 2. How do we collect personal information?

We may collect your personal information directly from you, including in the following ways:

- when you sign up to receive our newsletters; or
- when you contact us to enquire into our expedition and trips.

We may also collect personal data indirectly from you. For example, we gather and observe data about use of our websites, such as which pages are most visited. This information can be used to help us improve our website and services and ensure we provide you with the best service. Wherever possible, the information we use for this purpose will be aggregated or anonymised i.e. it will not identify you as an individual visitor to our website.

### 3. Why do we collect and how do we use your information?

We may collect your personal information for a number of reasons, which fall under the following broad categories:

*Distribution of Newsletters*

We will collect your personal information to enable us to distribute our newsletters to you. For this purpose we will contact you by email.

#### *Contact you in relation to travel opportunities*

Here we use your personal information to provide you with information about our trips or expeditions which you have asked to receive through our website.

#### *Administration and records*

Here we use personal information:

- for internal record keeping, such as the management of feedback;
- to provide information in relation to our trips or expeditions; and
- where it is required or authorised by law;

#### **4. Information sharing and disclosure**

We do not share your personal information with third parties. Should we need to share your personal data with third parties in the future, we will not do so without firstly obtaining your consent.

#### **5. The accuracy of your information**

We aim to ensure that all information we hold about you is accurate and, where necessary, kept up to date. If any of the information we hold about you is inaccurate and either you advise us or we become otherwise aware, we will ensure it is amended and updated as soon as possible.

#### **6. Under 16s**

If you are aged 16 or under, and would like to participate in an expedition or trip with us, please make sure that you have your parent/guardian's permission before giving us your personal information. When we collect information about a child or young person, we will make it clear as to the reasons for collecting this information and how it will be used.

#### **7. Storing your information**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition we limit access to your personal data to members of our team who have a business "need to know". They will only process your data on our instructions and are subject to a duty of confidentiality.

Although most of the information we store and process stays within the UK, some information may be accessed in and transferred to countries outside the European Economic Area, for example in Kenya or Australia. These countries may not have similar data protection laws to the UK, however, we will take steps to ensure your privacy continues to be provided as outlined in this privacy policy.

We will keep your information for as long as required to enable us to operate our services but we will not keep your information for any longer than is necessary. We will take into consideration our legal obligations when determining how long we should retain your information. When we no longer need to retain your information we will ensure it is securely disposed of, at the appropriate time.

If there is a breach or suspected breach of personal data we will take all steps to ensure that the necessary actions are taken in accordance with our obligations and that the necessary notifications are made to the relevant authorities.

#### **8. Your Rights**

You have the right to:

- request a copy of the information we hold about you;
- request correction of the information we hold about you if it is wrong;
- change or withdraw your communication preferences at any time;
- ask us to remove your personal information from our records;
- object to the processing of your information for marketing purposes; and
- raise a concern about the way in which your information is being used.

#### **9. Changes to this Privacy Notice**

We keep this privacy policy under regular review and we will place any updates on this webpage. This privacy policy was last updated on 23 February 2019.

If you wish to find out more about these rights or obtain a copy of the information we hold about you, please contact us on the details above.